

ARIZONA WIC PROGRAMS

VENDOR ALERT

Special Edition

September 2006

CLARIFICATION OF PRODUCTS

The Arizona WIC Programs have received numerous calls regarding the purchase of milk, buy-one-get-one-free and infant juice purchases. This Vendor Alert will provide you with clarification regarding these issues.

All Vendor applicants are required to declare their traditionally least expensive milk. Traditionally least expensive milk is defined as *the store's most commonly lowest cost milk (not including sales, special promotions, etc.) such as the store brand or private label*. Upon authorization, the milk that the Vendor has declared to be their traditionally least expensive is what the Vendor is required to sell to WIC Customers.

There are two occasions when the WIC Vendor is able to sell milk that is not their declared traditionally least expensive milk.

1. When a different brand is on sale and the sale amount is less than the cost of their traditionally least expensive milk. In this situation, the WIC customer could purchase **either** the Vendor's traditionally least expensive milk **or** the milk that is on sale.
2. The Vendor has completely run out of their traditionally least expensive milk. If this happens, the Vendor is allowed to sell the next least expensive brand of milk in their store; no adjustment in price is required.

Buy One Get One Free

WIC customers are allowed to take advantage of the buy one get one free specials. If the WIC customer comes in and purchases a 15-ounce box of plain Cheerios (which is WIC authorized) and the store is offering the Honey Nut Cheerios on a buy one get one free promotion, the WIC customer is entitled to this offer because they met the program requirements when purchasing the plain Cheerios.

For milk purchases: If there is a buy one get one free promotion on milk, the WIC customer will **only** be able to participate if the promotion is featuring the least expensive milk the store carries (which would be the WIC approved item).

REMINDER: WIC customers are allowed to purchase 4-ounce containers of infant juice in a variety pack. Just remember that the juice must be a single flavor, not a mixed flavor.

A variety pack is four (4) containers of juice that has different flavors, such as white grape, apple, pear, or orange. As long as the individual juice container has no mixed juices (apple/grape) this is an authorized WIC purchase.

If you have any questions regarding this Special Vendor Alert, please contact one of the Arizona WIC Programs' Vendor Units for assistance.



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